



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

OCTOBER/NOVEMBER 1995

## THE TRADE ROUTE - SPRING '96

**T**hese are the trends for Spring 1996: color encompasses icy pastels, light and lovely neutrals, darks bordering on midtones and intense primaries; fabrics balance matte against shine, textures, synthetics and stretch; styles play up body conscious retro silhouettes, flowingly feminine or sharp structured functional shapes. The major trade shows, FASHION COTERIE, PREMIER COLLECTIONS, SHOWROOM and STYLEWORKS, covered all the key looks. Here are some of the highlights.

### FASHION COTERIE

TODD OLDHAM is on a roll at TIMES SEVEN. His latest trend setting designs are fashioned in embroidered pique, patent "pleather" and his trademark stretchy photo prints. At MAGASCHONI, the knockout looks include separates in white iridescent sharkskin, seersucker plaid, silk gingham and stark white nylon. There's a strong menswear influence at CHAIKEN AND CAPONE. Combined with stretch fabrications, this is especially

continued on page 2



## NOTES FROM ABROAD

**T**his Spring, the European designers are taking a realistic fashion approach. All the trends are covered, from the retro references to the high tech and synthetic fabrics, and the results produce a stylish amalgam of practicality and pizzazz.

MONDI stresses sophisticated sportswear in their extensive collection, which includes several themes. Ocean Drive leads off with navy and ivory stripes and

solids that are the essence of relaxed chic. Newport has the charm of prep school dressing with wool blend jackets in red, yellow and powder blue. These have white framing and embroidered pocket crests. Very fresh atop knife pleated skirts! Paris inspired city dressing in black/white dots and novelties highlight Rue de Rivoli. Serengeti is strong across the board. Expedition motif prints pair with knit tops and lace-

continued on page 3

DONNA HAAG

"TRADE ROUTE" continued from page 1  
effective in a boxy blazer and a fitted jacket with welt pocket detailing. Also getting a strong buyer reaction are the suedes, particularly a bicolored pink/green A-line mini skirt. SUSIE TOMPKINS' extensive collection covered all the hot trends — from zip front jackets and shift dresses to suiting looks. Dress and jacket ensembles are strong at CITI BY YANSI FUGEL. Important are textures and subtle details. Also noteworthy are the iridescent and viscose high tech suitings, and the pearlized rib pieces in a lovely shade of willow. At TAO there are some cool Summer clothes in linen/

silk and 44MM silk pique. In the former there is an impeccable square neck sheath and a scoop neck dress with slanted patch pockets. Colors here are melon, black or mimosa.

### PREMIER COLLECTIONS

ROSS MAYER shows a strong career oriented sportswear collection with an emphasis on clean lines and novel detailing. Aimed at the corporate executive is a single-breasted seamed jacket with cuffs, over a matching sleeveless sheath, in melon, lime, sky or lemon wool melange. Other fabrications include wool pique, linen/viscose pinstripes

and wool blend crepes. Also targeting this customer is KYLE ALLEN. Particularly attractive is the tweedy cotton/rayons in mint, terra cotta and straw. A double-breasted, shaped hip length jacket works nicely over slim zip-back pants. REED SCRANTON's dresses and suits are designed to take women from work to dinner. Fabrics include cool wools to rich subtly textured weaves. The soft neutrals and pale pastels are complemented by sheer prints. At COLIN BAER, hot colors combine with structured shaping in cotton pique, sateen, rayon/nylon/Lycra blends and more. The shift dresses look particularly sharp worn under boxy jackets. At COLERIDGE & CO., novelty suited separates are geared towards the working woman on a budget. Strongest are the viscose/linens in black and white with their crisp sharkskin look. From PREMISE's extensive collection what stands out are the double-breasted jacket, one-button "Society" jacket, and the empire seamed shift dress in soft sky blue viscose/wool/nylon blend. DONNA HAAG shows a young couture-inspired collection fashioned in European fabrics. Treated silk taffetas, quilted cottons and iridescent linen/cotton blends are striking. Fashion forward contemporary sportswear in unusual synthetic blends is the key to TAVERNITI's look. Silhouettes include Capri pants, hot pants, mini skirts, cropped safari jackets and trenches, and sexy tee dresses. Great in shocking fluorescent colors, as well as white, black and navy. Best items at TAPEMEASURE are the very high tech looks with a '70s edge. We liked the versatile (rhinestone), zip-front short jacket in white Supplex/Lycra. It works equally well over their skinny pants or sleeveless



up detailed separates in a neutral palette. Sunset Boulevard plays up sunny California shades in relaxed jeans and tees, done in crisp pique and cotton viscose blends. Via Della Spiga takes a woman from the office to casual dinners with a desert toned palette. Nice striped suitings and python print separates, plus black, anchor the group. KENZO STUDIO is this designer's secondary line and is the same collection that's shown in Europe. The Spring story concentrates on orchid pink in combination with black and white. There are 40MM sandwashed silk crepes in solids and dots, pure cotton yarn dyed striped pique, printed satin, stretch cotton hound's-tooth, and ribbed and jacquard knits. Typically Kenzo is the one-button jacket in orchid worn over a floral/dot pique vest and fluid polka dot pants.

CORINNE BRICAIRE is a Paris based line specializing in day-into-evening casual clothes with a minimalist slant. Fabrics are unusual and colors are offbeat. There are unique crinkled metallic plisses, and a lot of iridescents and sheers. Some of the best styles are the reversible tunic and front wrap sarong, and a magnificent coat that reverses from bronze to peach. PORTARA is dedicated to the young career customer. She'll find total lifestyle dressing in shades ranging from seashell and vanilla to pebble, granite and black. For Spring/Summer there are new hip length striped jackets and trousers in wool blends, Madras plaid blouses to pair with soft floral print skirts, and striped tailleur. Skinny spaghetti strapped dresses in crimson, off white, and black span the seasons easily.

EMANUEL takes a versatile approach to Spring with a collection that encompasses soft suit dressing and cool casual wear. Highlights are his dress and coat combinations, the suited looks with long and short jacket versions, and the fresh take on sueded chino, denim stripes, and beautiful Indian paisley cotton prints. The subtle color palette includes important shades of cafe, flax, peridot, roselite, paprika, blush, tobacco, ore and ink.

Fabrications include topstitched tropical wools, silk georgette, reversible twill stripe, satin back crepe, melange twill, organza paisley jacquard, boucle, linen jersey, and much more. The collection is self-assured, modern, stunning. ANNIE REVA pays homage to the '60s with sophisticated, well-defined silhouettes in classic colors. White and black is important in infinite combinations, with positive/negative details, diagonal stripes, etc.

continued on page 4



EMANUEL BY EMANUEL UNGARO

There are also pale silver satins in long or short jackets that work day or night. Metallic silver square buttons, zippers and buckles are the details used throughout. Fellow Canadian ROSS MAYER embodies a feeling of simple sophistication and understated elegance. Tailored suitings and dresses are fashioned in structured fabrics. Fluidity, movement and simplicity of line are hallmarks of the collection. JODI also focuses on retro looks of the '60s. Look for stark glamour of tailored black and white suits, while on the lighter side there are fitted, pastel dresses and jackets in solids and plaids. EMILIO PUCCI offers a large selection in crisp cottons, slub silk/cotton blends, printed gabardines, printed and solid pipeline, and cloques. This is what's on offer for Spring/Summer: printed pareus and scarves, a luxurious range of dresses, skirts, vests, jackets, suits, pants, leggings, tees and even swimsuits in a wide selection of prints. Colors play up ice lime, pale pink and amber pastels. At MALISA, Spring comprises four groups, in fabrics such as printed silk gauze, crepe de Chine, linen and jersey. This includes small tailleur with shaped waists, as well as loose fitting jackets matched with short and long skirts, pants, and simple little dresses. A tiger is the emblem for this collection. The head is woven on a double pin point jacquard fabric and translated into smooth shaped caban jackets, plus coordinating skirts, classic cut pants, and shorts. TOI DU MONDE is a line of better contemporary sportswear. Key for Spring is fit and stretch along with some tailored apparel.

Important are the polyester/Lycra, techno fabrics, pleather and iridescent knits. The latter fabric looks great in skinny dresses. Colors range from hot brights to pastels and pales like pearl and lavender. CACHAREL is back and better than ever with wonderful pantsuits in pale iridescent neutrals, pretty halter crepe dresses in dark retro-inspired prints, classic Liberty print blouses, and other career oriented fashion classics. The color palette encompasses shades of brick, ice, navy, banana, dusty blue and gray. FENDISSIME is a fun line that's designed by the granddaughters of this famous house. One of the top selling groups for Spring encompasses navy pique jeans, knits, and warm plaid separates. Simply terrific is the polyester/cotton group, in black, white, red and navy, especially a sleeveless shift with gold logo/chain set in at the hip. WHISTLES plays up Italian fabrics in a very strong collection. Key are the men's suiting looks, the strict tailoring throughout this comprehensive line, and the cool color palette. Fabrics include wool gabardines, metallic linen, satinized nylon, coated cotton, cotton sateen, and spun silk. Particularly chic is a sharply tailored single-breasted tailleur and sheath in crystal metallic linen, and the nude cotton sateen ladylike '60s inspired sleeveless dress with inverted pleats. PAUL COSTELLOE sticks to clean classic casual/career dressing in a neutral palette, plus black and white. Fabrics include 100% cotton drill, 19MM silk satin, wool/viscose crepe gabardine, novelties, pure linen, et al..

sheath. CAROLE WANG goes the updated classic route with her trademark chenille and velveen dresses. The emphasis for Spring is on a pastel color palette. There is a very chic zip-front jacket with black collar and cuffs that pairs with slim black pants, both in velveen.

## SHOWROOM

NU CONSTRUCTION shows casual linen separates in lovely shades of rosewood, sorbet, cactus, kiwi, and chocolate. On the same wavelength is LUCY DOMINO with cotton/linen, 100% cotton, rayon and windowpane cotton voile separates and dresses in pastels and white. GO LIGHTLY's relaxed pieces come in pure Irish linen in soft neutral tones. The collection is all about loose, unstructured dressing for work and weekends. MARY DE ANGELIS, known for generously cut clothing with fine dressmaker detailing, has a loyal clientele. The best pieces are her reversible silk organzas in black/ivory for late day, and the sandwashed silk/linen dresses in ivory, navy and eggplant for day. AKIMBO shows simple coordinates in white, sage and a pretty corn-flower laundered linen. The separates in soft muted shades also look good at NO SAINT. ESTELLE GRACER offers hand knit designer sweaters that combine interesting textures and space dyed yarns. With no two sweaters exactly alike, each becomes a work of art.

## STYLEWORKS

LE SOLEIL, a new contemporary dress collection, offers charming scattered floral georgettes and

# DESIGNER FOCUS.

## KELLY GRAHAM

The premiere dress and suit collection from Kelly Graham, now designing under his own label, exudes a sense of elegance and style only achieved by masterful tailoring and meticulous attention to detail. Graham, a Kansas City native, and a Parsons graduate, honed his skills during his 15 plus years in the fashion industry. For the past four years, he was the designer of the Arnold Scaasi Dress Collection. It was here that his talents came to the attention of Saks Fifth Avenue and Neiman Marcus, who became his major supporters.

Graham describes his Spring '96 collection as being day-into-evening, with a feminine point of view and contemporary styling. His design philosophy, governed by a belief that customers should be offered value as well as fashion, is mirrored by excellent pricing, quality fabrics, and innovative detail: "I like to create seam interest or other detailing, particularly in a neckline," states Graham. "Customers really react well to items with visual interest, especially when they see dozens of garments hanging in a store. I want this first Spring line to make an impact by showing the diversity of what I can do. It allows me to develop my own point of view as opposed to being a ghost designer for someone else." Graham finds inspiration in

fabrics and colors. For Spring '96, his fabrics include 100% linen, a metallic linen, a variety of cottons, such as jacquard, pique, and boucle, a black and white gingham check, silk crepes and silk dupioni. Brights of red, yellow, and paprika, and sherbet tones of

pink, blue, lime and coral, as well as neutrals, comprise the color palette. Also featured are menswear-inspired fabrics that are tailored with a distinctly feminine twist: A two-piece suit in pink or navy pinstripe has a hip-grazing

continued on page 6



KELLY GRAHAM

fitted jacket carefully seamed to juxtapose panels of opposing stripes! A similar treatment appears on a short sleeved sheath. Jacket and dress ensembles abound, looking crisp and clean in diverse styles. Jackets range from abbreviated and boxy to longer and fitted, many of them topping elegant shifts or sheaths. A red glen plaid ensemble features a bolero over an A-line dress. Suits that look classic at first glance, may feature a subtle whimsical detail like off-kilter pockets on a single-breasted suit (see illustration). Some of the special treatments found are saddle stitching, patent leather trim, and unique buttons, such as heart shaped wooden versions as well as many silver styles. The predominant skirt hemline hovers just below-the-knee, but there are some longer lengths. One of the longer versions is a black and white gingham short sleeve dress that has a younger attitude with its fluid 34" hem line.

A Division of FYI  
498 Seventh Ave., 11th fl.  
New York, N.Y. 10018  
212-244-5511  
Wholesale: \$89-\$189

## EV & EL

Evgenia and Elena were childhood friends in the former U.S.S.R., who shared aspirations of coming to America and forming a company together. That dream came true last season, when they launched their women's RTW collection. It received critical acclaim and media attention, as has their

current Spring collection and the opening of their New York Soho boutique. The remarkable story behind this happy ending includes Elena and her husband's escape from Russia while she was six months pregnant. After living in Western Europe, where her mother was a fashion designer, they moved to Los Angeles and then to New York, where she enrolled at Parsons. Evgenia emigrated to America when the borders opened, and eventually achieved success as an international model based in New York. Throughout their adventures, they maintained their friendship and never forgot their communal goal: "We are both dreamers, but we are willing to work very hard and put all our talents and energies into making our dreams come true," states Elena. "Our first collection was small, about 45 pieces, but it got a great reaction," continues Evgenia. We sold to boutiques all over the U.S., and were featured in Elle magazine. So, we decided to open our own boutique in order to know our customers better, and to give them an opportunity to see the whole collection and not just a few pieces. The Spring '96 collection is more forward than Fall; it features more complicated cuts and has been upscaled to a couture level. It's day-into-evening for the career woman, but it's fun, younger, elegant ... very fifties!" They both stress that the evening looks in the collection are very strong thanks to the fact that glamour is back. As an added bonus, along with their signature collection of coats, jackets and dresses, they have designed a line of shoes, bags, and jeans that retail from \$100 to \$200. Their strategy is to give the customer a

choice of bags and shoes to go with each outfit, so that she can create a whole wardrobe.

The Spring '96 collection from EV & EL comprises five groups in a variety of fabrics and colors, including a cotton/Lycra blend in solid blue or gray and white stripe, and a sky blue silk group that has an elegant Audrey Hepburn aura. Also featured is a black and white color blocked cotton group, that is clearly inspired by the Carnaby Street of the '60s, and a lime green and peach group, in solids or in a Grecian patterned textured silk blend. Silhouettes run the gamut from ladylike coats and dress/jacket combinations to little shifts and Capri pants. Detailing includes 3/4 sleeves, boat necks, and Peter Pan collars. Standouts are the blue silk herringbone jacquard, double-breasted jacket that is belted over slightly flared pants, and an elegant double-breasted knee-hovering coat that gracefully fits the form. A great looking short shift is color blocked in black and white; while an equally eye-catching blue cotton/Lycra dress has a square neckline, waist emphasizing peplum, and slim long skirt with front slit — all detailed with intricate top stitching and a front zipper.

575 Eighth Avenue, 22nd fl.  
New York, N.Y. 10018  
212-239-1660  
Wholesale: \$150-\$600



# I-VIEW

*This Fall brings a great many fascinating exhibitions to the New York area. If you have an afternoon to spend seeing some of these exhibits, they will not disappoint.*

## **UNCOMMON THREADS: THREE HUNDRED YEARS OF NEW YORK STYLE**

Museum of the City of New York,  
1220 Fifth Avenue.  
Tel: 534-1672. Fax: 423-0758.  
(Exhibition closes: 2/11/96)

This exhibition, which comprises 75 full costumes and an array of accessories spanning three hundred years, draws exclusively from the

35,000 costumes in the museum's Costume Collection. Divided into several categories, Historical Attire, Theatrical Garb, Uniforms, Notable Designs and Designers, Accessories, and Portraits, the spectrum is vast: attire worn to the inauguration ball of President George Washington; the gown worn by Helen Hayes as Queen Victoria; a gown designed by Paul Poiret for Isadora Duncan; a chorus costume designed by Cecil Beaton for the Metropolitan Opera's 1958 production of *La Traviata*; Enrico Caruso's costume as Chevalier De Grieux in Massenet's *Manon* in 1902; a uniform worn by Col. Lewis Morton during the American Revolution; a uniform worn by Lillian D. Wald, the founder of the Visiting Nurse Service of New

York; notable designer gowns by luminaries such as Worth, Vionnet, Chanel et al; the Civic Wreath presented to the Marquis de LaFayette on his 1824 New York visit; a miniature frock coat worn by General Tom Thumb; bejeweled dance slippers from the 1910-20's made by Perugia, Paris; a Burma cut sapphire bracelet designed by Cartier; and numerous portraits of many of the personalities whose costumes are represented.

## **SWORDS INTO PLOUGHSHARES**

The Costume Institute, The Metropolitan Museum,  
1000 Third Avenue.  
Tel: 570-3951. Fax: 472-2764  
(Exhibition closes: 11/26/95)

Exploring the influence of the military on civilian dress, this exhibition contains 100 costumes drawn primarily from the collec-

continued on page 8

"TRADE ROUTE" continued from page 4

bandana bordered designs in polyester crepe, all in basic clean shapes. PONG shows classic white cotton shirts with novelty embroidery in an array of colors. MARIE BERVAS does '70s inspired body conscious shirts in rayon satin gingham, and cotton/polyester checks and solids. RONI RABL's forte is better contemporary knitwear. For Spring she offers baby chenilles, rayons, cotton ribbons and more in cropped jackets, long tunics, and tee shirts. Pantsuits in cool wool and tricotine are getting play at FLORINE WACHTER and BICCI. The former has some attractive career oriented dressing with a group of linen/silk suits in neutral shades. Bicci shows an outstanding rayon dogtooth check in rose and white. A zip-front long shaped jacket

atop solid white crepe pants is another great choice. LILY PULITZER's back with her trademark print shifts and A-line dresses in pastel pique florals and solids. Her collection is right on-the-money with the prevalent retro ladylike mood now in fashion. CASA MAGLIA shows a diverse sweater collection in pure cotton or cotton blends. Colors range from tropical brights to soft pastels and graphic black and white. The line plays with a mix of fabrics and knits. Typical is a button-front cardigan with woven shirt collar. STARINGTON has luxurious silk blouses for Spring, including an attractive perfume bottle print on white shadow stripe, an antique purse novelty print and a white-on-white bias chevron blouse with French cuffs.

KENAR STUDIO plays up sharkskin, triacetate and stretch French terry in their fashion forward sportswear line. KENAR offers crepe suitings in a small tight group. Included are slim pants, walk shorts, a crop mess jacket, and one-button blazer, all in black, cream, cadet and camel. Designer TRACY REESE returns to the spotlight with a collection under her own label. Her look is slightly retro, with soft and pretty dressing that balances clean tailoring with dressmaker details. The rayon crepe cocktail dress, in black or nude with sheer yoke and ruffled ribbon accents, is very elegant, as are the '50s inspired "girdle" dresses in black, white, nude and sky.

"I-VIEW" continued from page 7

tion of The Costume Institute. The costumes range from the 18th century to present day, spanning the globe from Samurai warriors to Highland regiments. The use of the military uniform's impeccable tailoring and ceremonial components to derive modern sportswear is illustrated by an array of designer interpretations: Ralph Lauren's World War I outfits with Sam Brown belts; Oscar de la Renta's interpretation of the Austro-Hungarian officers; Geoffrey Beene's confederate gray coatdressses; Norma Kamali's use of parachute material for disco attire; punk fatigues by Stephen Sprouse; medieval armor made modern by Christian Francis Roth; and an extensive display of European designer contributions.

**THE WORLD OF POOH EXHIBITION**  
Children's Museum of Manhattan,  
The Tisch Building,  
212 West 83rd Street.  
Tel: 721-1223. Fax: 721-1127.  
(Exhibition closes: March 31, 1996)

*Sing ho for the life of a bear...*



For the young, as well as the young at heart, this exhibition celebrates Winnie the Pooh's 70th birthday. For all lovers of the

Winnie the Pooh classic books, this is a rare treat. The World of Pooh is a hands-on exhibit for youngsters that takes them into the Hundred Acre Wood while also featuring educational activities: walk through the houses of Mr. Sanders, Owl and Rabbit, dig in Roo's sandy pit, plant and harvest in Rabbit's vegetable garden, and have fun on Poohstick bridge. For the older folk, there is a gallery exhibition of rare Pooh memorabilia including four first editions, original artwork from illustrator, Ernest H. Shepard, and Walt Disney cells. Among other favorites is a picture of the original stuffed animals who fueled A.A. Milne's imagination to write these wonderful stories. It is a joyful tribute - don't miss it!

•

## INTERNATIONAL DATELINE

NOV. 10-13 MADRID  
IBERPIEL MARROQUINERIA  
(Leathergoods)

NOV. 20-22 COMO, ITALY  
COMOCREA (Textiles)

NOV. 21-23 PARIS  
INTERSELECTION  
(Mass Market Apparel)

NOV. 28-30 MILAN  
ESMA (Knitwear)

DEC. 2-5 NEW YORK  
NADI (Display Industries)

DEC. 3-6 NEW YORK  
FFANY (Footwear)

DEC. 5-7 PARIS  
EXPOFIL (Yarns)

GROUPS IN NEW YORK  
FROM 11/4  
AMERICAN DESIGNERS  
AT  
THE WALDORF  
DESIGNERS  
AT  
THE ESSEX HOUSE

Publisher: Ruth Finley  
(FASHION CALENDAR/  
INTERNATIONAL)

Editor: Deborah Brumfield  
Associate: Maria Carzis Boyes  
Editor: Elizabeth Garcia  
Copy Editor: Bridget Biggane, NY  
Contributors: Debby de Montfort, NY  
Lee Slaughter, NY/PARIS  
Illustrations: Debby de Montfort  
Graphic: S & W Graphics Ltd.  
Consultant: Print &  
Production: ADREAN PRINTING  
NEW ROCHELLE, NY  
Bill White

1 Year Subscription \$100  
Outside USA \$110

153 East 87th Street, NY, NY 10128  
(212) 289-0420

VOL. XXIII, NO. 7  
COPYRIGHT 1995  
FASHION INTERNATIONAL